

# Proposal

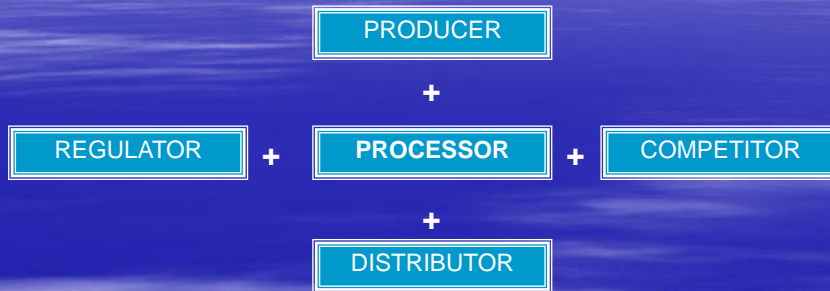
## A Supply Chain Certification Program

Group 1

### Mission

- To create a certification program to promote best management practices (BMPs) that improve water quality and return a significant premium
- Further, certification that insures the full price of production is incorporated into the cost of the final product

# ACTORS



DEVELOP A PREMIUM BASED ON TRENDS  
ORGANIC  
GREEN

# CERTIFICATION ADVISORY

- DEFINE AND CREATE TRAINING PROGRAMS
  - MONITORING
  - VERIFICATION
  - AUDITING
- OUTREACH
  - PRODUCERS
  - PROCESSORS
  - DISTRIBUTORS
  - CONSUMERS

## FUNDING STRATEGY

- \$50 Million invested
  - \$25 M to the certification advisory creation
  - \$25 M to producers for implementation
- Returns
  - 25% to continuing programmatic costs
  - 25% to producers
  - 25% to the processor
  - 25% to the investor (for a 20% IRR goal)